

U.S. Department of Energy Solid-State Lighting Program

Client's Goal

Use the “carrot” of a government competition to raise the performance bar for key categories of LED products

Akoya's Role

Widely publicize L Prize to attract industry participation and to celebrate achievements

Highlights

- Graphic identity to brand L Prize
- Proactive media relations with trade and general press
- Messaging to encourage entries
- Video to help illustrate testing and stakeholder feedback



Blackburn Center

Client's Goal

End domestic and sexual violence and the underlying imbalance of power between men and women that perpetuates it

Akoya's Role

Create a website that highlights Blackburn's unique mission and shares vital facts about domestic violence and its prevention

Highlights

- Design represented Blackburn's mission to aid survivors of all forms of domestic violence and sexual assault
- Easier access to publications library, event calendar, volunteer materials, and donation functionality
- Microsite highlighting media awareness campaign